



IRVINE



CLIMATE ACTION AND ADAPTATION PLAN

Outreach Toolkit

cityofirvine.org/climate

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Climate Action and Adaptation Plan (CAAP) Background and Outreach Rationale

BACKGROUND

In 2021, the City of Irvine embarked on developing its first Climate Action and Adaptation Plan (CAAP). The CAAP will set ambitious but achievable emissions reduction targets for the City and lays out a pathway to achieving our climate goals across municipal operations and the community. Through thoughtfully planned greenhouse gas (GHG) emissions reduction and climate adaptation measures, the CAAP will build upon Irvine's previous steps toward climate leadership in Orange County to create a truly climate-smart City for the future.

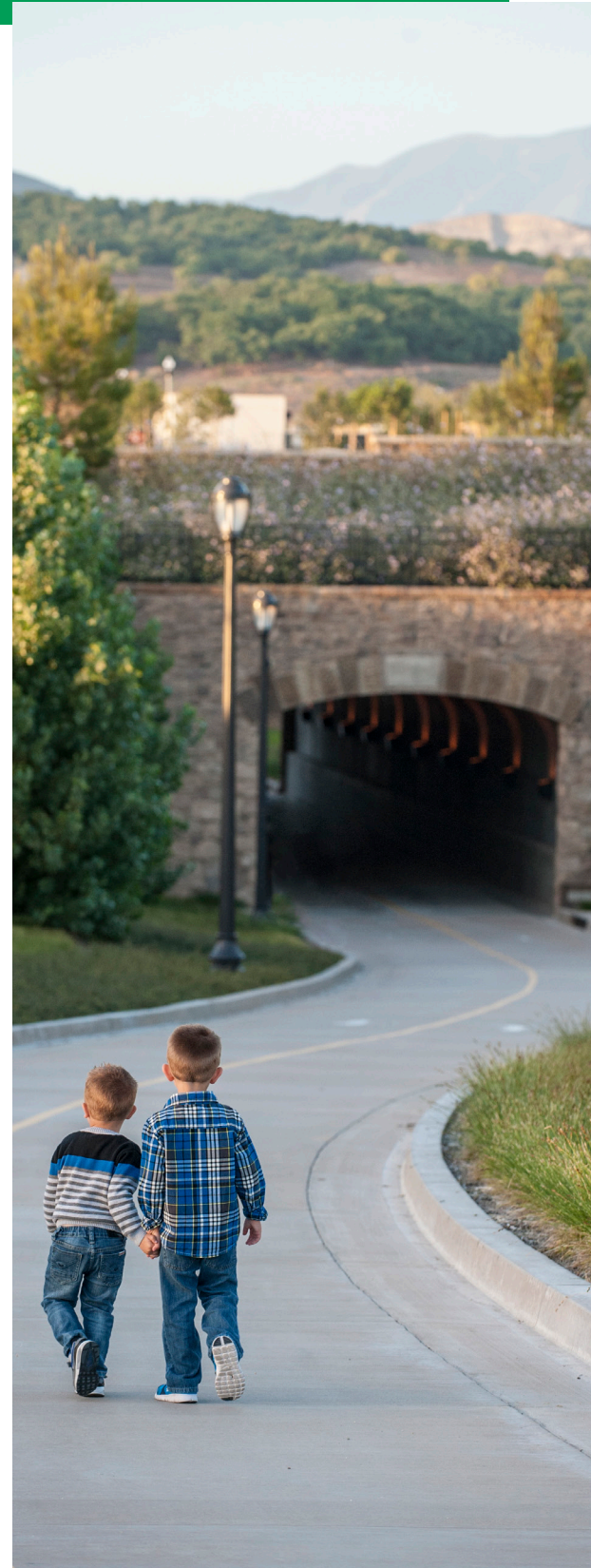
WHAT IS THE CAAP?

The Climate Action and Adaptation Plan is a quantifiable plan of action we can use to measure, track, and reduce GHG emissions and climate-related risks through a framework of initiatives most impactful to our City. It seeks to:

- Guide the City on the implementation of measurable actions to meet or exceed the state's GHG reduction targets and carbon neutrality goal, as well as the City's zero-carbon goals;
- Recommend adaptation measures that build resilience to current and future climate threats; and
- Emphasize climate goals for the community, establishing an aspirational and achievable path that provides options to realize aggressive emissions reduction targets by 2030, 2035, and 2045.

WHY IS THIS IMPORTANT TO SHARE?

The City of Irvine has a strong history of environmental stewardship, and sustainability is baked into our City's open space building plans and commitment to our residents. Irvine faces climate hazards such as wildfire, extreme heat, and drought; the Irvine CAAP will focus on resiliency and adaptation to make sure Irvine continues to be a safe, thriving, innovative community for generations to come. Through the CAAP, we can improve the air we breathe, create a healthier and more resilient community, and enhance our overall quality of life in Irvine.



Climate Action and Adaptation Plan (CAAP) Outreach Goals and Calls to Action

OUTREACH GOALS

Through outreach on the Irvine CAAP, we aim to:

- Increase awareness of CAAP and educate the public on how it sets the standard for Irvine to be a progressive climate-smart City of the future.
- Showcase how Irvine and Orange County can thrive, flourish, and lead in sustainability.
- Educate and inspire Irvine residents, businesses, and community groups on how they can take an active role in the CAAP.

CALLS TO ACTION

Join the City in this transformative journey toward a greener, more sustainable Irvine by:

- Requesting a City presentation, where staff will come directly to businesses or community groups to share more.
- Attend workshops and provide feedback online.
- Get engaged at City Council meetings.
- Subscribe to the Irvine Environmental Programs email newsletter and follow the City on social.



Climate Action and Adaptation Plan (CAAP) Brand Assets

To access the following CAAP brand assets, click the images below. If viewing a printed copy of this Outreach Toolkit, visit cityofirvine.org/caapmediakit to download any collateral. For any questions on or requests for additional collateral, email pio@cityofirvine.org.

CITY OF IRVINE BRANDING



City of Irvine Logo (PNG)

CAAP PRINT COLLATERAL



Irvine CAAP Flier (8.5x11 in)



Environmental Programs (EP) Informational Flier (8.5x11 in)



EP Newsletter Subscription QR Code Flier (8.5x11 in)

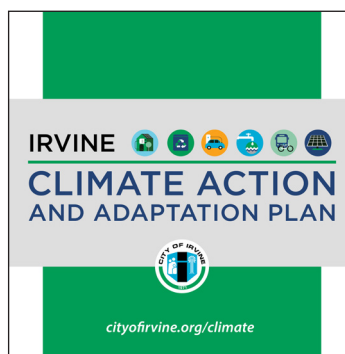
CAAP DIGITAL COLLATERAL



Irvine CAAP Branding (JPG)



Irvine CAAP Branding (PNG)



Social, Email, and Web Graphic (1080x1080px)



Social, Email, and Web Graphic (1920x1005px)

Climate Action and Adaptation Plan (CAAP)

Key Messaging

SOCIAL MEDIA COPY EXAMPLE

Take part in Irvine's Climate Action & Adaptation Plan (CAAP), and help the City of Irvine create a truly climate-smart City for the future. The CAAP is a quantifiable plan of action we can use to measure, track, and reduce greenhouse gas emissions and climate-related risks through a framework of initiatives most impactful to our City.

√ Join a virtual workshop XXXX, X:XX–X:XX a/p.m., to review goals of the climate action plan, ask questions, and give feedback.

√ Provide your input on potential actions of the plan by taking an online survey or emailing City of Irvine staff.

√ Request a City presentation on how your business or community group can take an active role in the CAAP. Irvine staff will come to you!

Learn more at cityofirvine.org/climate. #CAAP

BLOG & E-NEWSLETTER COPY EXAMPLE

In 2021, the City of Irvine embarked on developing its first Climate Action and Adaptation Plan (CAAP), a quantifiable plan of action that can be used to measure, track, and reduce greenhouse gas emissions and climate-related risks through a framework of impactful initiatives.

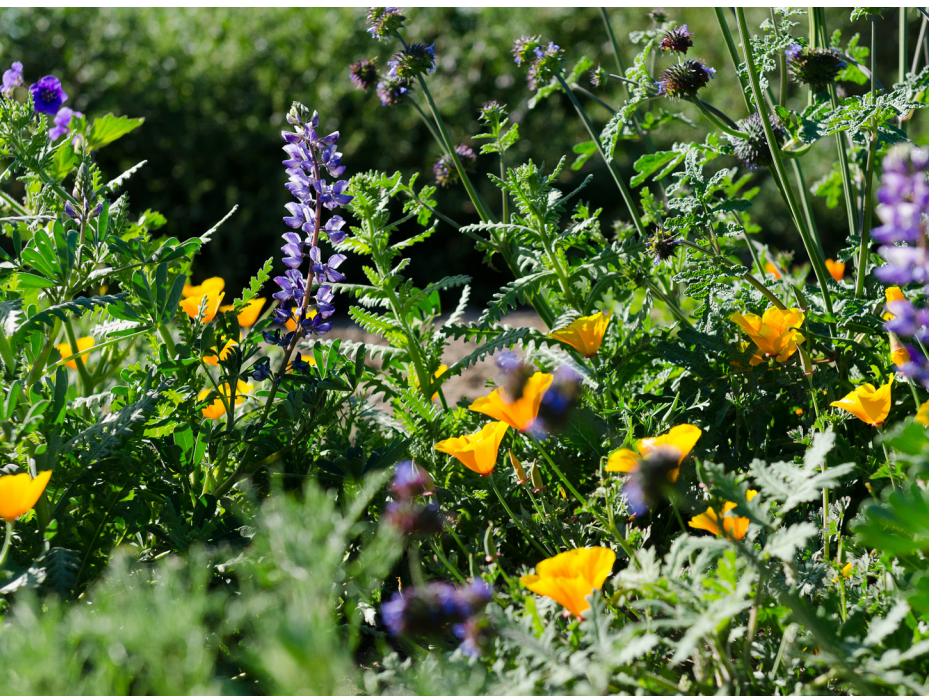
Join the City of Irvine in the latest stage of this transformative journey toward a greener, more sustained future. The climate action plan will set ambitious but achievable emission reduction targets for Irvine and lays out a pathway to achieving the City's climate goals across both municipal operations and the community.

Help Irvine create a truly climate-smart City for the future by requesting a City presentation, sharing your thoughts online, attending community workshops, and staying up-to-date on the latest CAAP news by following the City of Irvine social media.

STAY IN THE KNOW

It's easy to get involved with CAAP:

- Visit cityofirvine.org/climate for the latest news and more resources.
- Follow City of Irvine on [Facebook](#), [X \(formerly Twitter\)](#), [Instagram](#), [LinkedIn](#), and [Nextdoor](#) for the latest news.
- Subscribe to the City of Irvine Environmental Programs newsletter at cityofirvine.org/subscriptions.
- Request a City presentation on how your business or community group can take an active role by emailing environmentalprograms@cityofirvine.org.





IRVINE



CLIMATE ACTION AND ADAPTATION PLAN

Additional Contacts



For CAAP questions, email environmentalprograms@cityofirvine.org.

For media requests, email pio@cityofirvine.org.